

## Position Description

<b>Position Title:</b>	<b>Community Engagement Coordinator</b>		
<b>Reports to:</b>	GM, Community		
<b>Business Unit:</b>	Community		
<b>Location:</b>	Southbank, South Melbourne		
<b>FTE:</b>	1.0	<b>Status</b>	Permanent
<b>Incumbent</b>		<b>Date effective:</b>	1 April 2026

### Kidney Health Australia

Kidney Health Australia was established in 1968 as the Australian Kidney Foundation. We are a not-for-profit organisation recognised as the voice for kidney health in Australia. We drive awareness and early detection of kidney disease through the delivery of high-impact programs and services and are dedicated to improving health outcomes and quality of life for people living with kidney disease, their families, and carers.

**Our Vision:** Healthy kidneys for all Australians

**Our Mission:** To decrease the incidence of kidney disease and save and improve the lives of Australians affected by kidney disease.

**Core Values:** We care about people; we are aspirational; and we seek impact.

### How you can make a difference

Be part of Kidney Health Australia's path to transformation as we embark on developing and delivering high impact health and wellbeing programs for people at all ages and stages of kidney disease, and their support network of families and carers.

### Role and responsibilities

The Community Engagement Coordinator will be responsible for the following activities:

- **Consumer acquisition:** Implement marketing acquisition activities to increase registrations into Kidney Health 4 Life (KH4L), Kidney Health 4 Youth (KH4Youth) and other programs and services. Work with teams to ensure cross-promotions across KHA website and channels, and organisational events;
- **Health professional promotions:** Promote KH4L and KH4L across health professional networks and associations, conferences and medical media;
- **User engagement:** Manage user engagement activities for KH4L and KH4Youth such as eDM journeys, information webinars and monthly e-news to keep users engaged and optimising the site, and manage engagement with FB groups; and
- **Evaluation:** Monitor engagement and retention activity and provide monthly reporting to feed into program operations and content/services.

This position reports to the GM, Community and has no direct reports.

DUTIES	ACCOUNTABILITIES
Program acquisition	<ul style="list-style-type: none"> <li>• Work with the GM, Community on developing and implementing an acquisition plan to drive registrations for KH4L, KH4Youth and other community programs and events</li> <li>• Implement individual marketing campaigns to drive registrations;</li> <li>• Work with KHA teams to incorporate cross-promotions of Community programs such as KH4L into their events and initiatives</li> <li>• Coordinate all marketing and promotional materials for the Community team, working with external providers and Marketing team to ensure adherence to brand guidelines</li> <li>• Support Fundraising team with any content or statistics to help drive more funding support for Community programs and services</li> <li>• Coordinate 'launches' of new community initiatives to grow acquisition and engagement</li> </ul>
Kidney Health 4 Life user engagement	<ul style="list-style-type: none"> <li>• Manage KH4L auto journeys for joins, registrations and initial guidance</li> <li>• Develop and manage EDM journeys for KH4L to support lead generation activity, registrations and ongoing engagement with the Hub</li> <li>• Develop and manage a monthly e-news to KH4L users to optimise engagement</li> <li>• In line with KHA data protection and privacy policies, ensure appropriate measures are taken to manage user data in delivering the requirements of the program</li> <li>• Work with others in the Community team, IT and Marketing to manage the digital requirements of EDM journeys, engagement pathways and data use.</li> </ul>
Stakeholder engagement and communications	<ul style="list-style-type: none"> <li>• Liaise with health professional networks and clinics to raise awareness and support for KH4L and KH4Youth</li> <li>• Manage the development and distribution of promotional materials to health professional and other networks</li> </ul>
Report and evaluation	<ul style="list-style-type: none"> <li>• Manage the KH4L acquisition and engagement stats, and baseline and follow up impact surveys</li> <li>• Use evaluation data to feed into program operations and content/services</li> <li>• Identify new and better ways to evaluate Community team programs and services</li> <li>• Develop evaluation reports monthly and presentations as required</li> </ul>

#### WORKING AT KIDNEY HEALTH AUSTRALIA

Travel	<ul style="list-style-type: none"> <li>• To be available for domestic and interstate travel as required</li> </ul>
Internal Reporting and communication	<ul style="list-style-type: none"> <li>• Monitor and evaluate activities and write reports for Kidney Health Australia as required</li> </ul>

	<ul style="list-style-type: none"> <li>Attend regular Business Unit meetings and other Kidney Health Australia meetings as required</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>Contribute to a positive team environment by working collaboratively and communicating effectively with the rest of the team and other Kidney Health Australia staff</li> <li>Undertake other work activities as required by the GM, Community</li> <li>Ensure work completed is consistent with Kidney Health Australia values and processes</li> <li>Participate in acquiring knowledge and understanding of new technologies and programs to enhance work capability</li> </ul>
Representing Kidney Health Australia in a customer facing role	<ul style="list-style-type: none"> <li>As the officer responsible for key consumer touchpoints, ensure all dealings with the public are conducted in a friendly, helpful and professional manner</li> <li>Ensure the purpose and work of Kidney Health Australia is conveyed accurately and positively through all interactions with the public</li> </ul>

## KEY SELECTION CRITERIA

### QUALIFICATIONS AND EXPERIENCE

<b>Essential</b>	<ul style="list-style-type: none"> <li>Tertiary qualifications in health promotions, public health, marketing or communications</li> <li>Proven experience in health promotions and/or member-based organisations to drive acquisition and engagement</li> <li>Excellent written communication and ability to prepare engaging marketing and promotional materials to increase engagement across various channels</li> <li>Demonstrated ability to collaborate with and engage a wide range of internal and external stakeholders to support programs and services</li> <li>High attention to detail and commitment to accuracy</li> <li>A proven track record working within the digital marketing environment with tangible experience working with CRM systems, CMS platforms, google analytics, Canva and email marketing platforms, observing data protection and privacy laws</li> <li>A high level of comfort learning and trialling new platforms</li> </ul>
<b>Highly desirable</b>	<ul style="list-style-type: none"> <li>Experience managing people</li> <li>Working knowledge of the Australian health care system</li> </ul>
<b>Personal attributes</b>	<ul style="list-style-type: none"> <li>Proven time management and organisational skills, with the ability to work under pressure to meet tight deadlines</li> <li>Proven high-level oral, written and interpersonal communication skills, particularly in working with vulnerable communities</li> <li>Highly effective organisational, time and budget management skills</li> <li>Effective consultation, negotiation and influencing skills</li> <li>Drive and friendly nature with enthusiastic can-do attitude</li> <li>Ability to establish rapport and empathy with the community</li> </ul>



	<ul style="list-style-type: none"><li>• Values compatible with the Kidney Health Australia culture of caring about people, being aspirational, and seeking impact</li></ul>
<b>Other</b>	<ul style="list-style-type: none"><li>• Must have a National Police Check and Working with Children’s check.</li><li>• Candidates must have the legal right to work in Australia as a permanent resident or citizen</li></ul>